DOCUMENT RESUME

ED 421 740 EA 029 126

AUTHOR	Morgan, Gareth
TITLE	Imaginization: New Mindsets for Seeing, Organizing, and Managing.
ISBN	ISBN-0-7619-1269-X
PUB DATE	1997-08-00
NOTE	350p.
AVAILABLE FROM	Berrett-Koehler Publishers, Inc., 450 Sansome Street, Suite 1200, San Francisco, CA 94111-3320; E-mail: bkpub@bkpub.com; or SAGE Publications, Inc., 2455 Teller Road, Thousand Oaks, CA 91320; E-mail: order@sagepub.com (Item No. 50264-236; $19.95).
PUB TYPE	Guides - Non-Classroom (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Active Learning; Administrative Change; Administrator Guides; *Change Strategies; Educational Administration; Experiential Learning; Management Systems; *Models; *Organizational Theories; *Teamwork
IDENTIFIERS	Imaginization

ABSTRACT

"Imaginization" is a type of organizational thinking designed to help managers cope with a turbulent world. A full discussion of this process is presented here. The text shows how managers can develop capacities of imaginization, but the overall purpose of the book is to help administrators develop their creative abilities. Its 13 chapters illustrate how readers can reimagine themselves and develop an approach to the management of change. Managers who follow this process can create and manage decentralized organizations that can evolve and self-organize in an open yet controlled way. The dilemmas and difficulties in steering organizational change are discussed, as are illustrations on how new images can be used to clarify and consolidate organizations. Ways managers can identify organizational pathologies are explored, along with how imagination can be used to reshape organizational change and how teamwork is infused with imaginization. Emphasis is also placed on using creativity to help organizations, on using capacities for imaginization to inform actions, on rethinking products and services, and on how imaginization can provide the tools needed to manage individual and organizational problems. Two appendices look at the theory behind the practice and the research behind imaginization. (Contains an index and approximately 200 references.) (RJM)

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